

1ST QUARTER 1991
PRICE INCREASE ANNOUNCEMENTS
As of 3/20/91

	<u>PHILIP MORRIS</u>	<u>R.J. REYNOLDS</u>	<u>BROWN & WILLIAMSON</u>	<u>LORILLARD</u>	<u>AMERICAN</u>	<u>LIGGETT</u>
DATE ANNOUNCED	3/08/91	3/13/91	3/20/91 ****	3/18/91	3/15/91	3/18/91
DATE EFFECTIVE	3/12/91	4/01/91 *	3/25/91	3/18/91	3/18/91	4/01/91
<u>PROGRAM ALLOCATION</u>						
3/12 - 3/15	170%	---	---	---	---	---
W/E 3/22	170%	125%	---	150%	125%	125%
W/E 3/29	170%	125%	100%	150%	125%	125%
W/E 4/5	---	---	---	---	125%	---
PROGRAM DISCOUNT	OLD PRICE **	OLD PRICE	OLD PRICE	OLD PRICE	OLD PRICE	OLD PRICE
<u>PRICE INCREASE PER/M</u>						
FULL MARGIN	\$0.75	\$0.75	\$0.75	\$0.75	\$0.75	\$0.75
BRANDED GENERICS	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	N/A
VALUE 25'S	\$0.60	\$0.60	\$0.60	N/A	N/A	N/A
SUB GENERICS	\$3.00	N/A	\$3.00	N/A	\$3.00	\$3.00
BLACK & WHITE	\$3.00	\$2.00	\$0.00	N/A	N/A	\$3.00 ***

* RJR's Forsyth B&W products increased 3/18/91

** Except \$1.50/M off new list price on PM Branded Generics

*** \$3.00 increase on Liggett Black & White packings including: Filter Flavor, Quality, Class A, and Class A Deluxe. No increase on Private Label packings

**** Superseded B&W's original 3/13/91 announcement which raised FM and Sub-Generic products \$2.50/M

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